

I. INTRODUCTION

The Market News Branch furnishes poultry and egg producers, buyers, distributors, and other interested members of the industry, as well as the consuming public, with a wide range of timely, accurate, and impartial information on supply, demand, movement, distribution, prices and price trends, and other related economic factors on which marketing decisions can be based. This information facilitates the orderly production, distribution, and consumption of poultry and egg products. The Branch also provides essential data for use in planning and administering other Federal and State programs related to the agricultural economy. This position is located in a field office of the Market News Branch.

The incumbent works as a journeyman market reporter.

II. DUTIES AND RESPONSIBILITIES

Collects, analyzes and evaluates all pertinent market information on a specialized commodity market such as live/and or processed poultry or eggs. Contacts, by personal visits or telephone, handlers of poultry products such as producers, assemblers, processors, wholesalers, retailers, jobbers, brokers, etc., for the express purpose of obtaining timely information on factors which affect the marketing of the products reported. This would include such information as prices, receipts, production, demand, available supply, quality, origin, storage stocks, inventories, retail sales volume, etc.

Analyzes, verifies, evaluates and summarizes such information and incorporates it into a market report that consists of a comment with prices for each commodity broken down as to class, variety, size, grade, package, trading level and any other category designated necessary for proper identification. These reports are prepared under exacting deadlines and are disseminated to the general public by means of radio, television, newspapers and specialized market news releases.

Answers mail and oral inquiries concerning the status of the market utilizing information concerning market conditions and trends from several locations.

The incumbent has daily personal and telephone contacts with top officials and owners of companies concerned with buying, selling, or direct dealings with poultry products. Contacts are also made with members of the press, the general public and others seeking market news information.

III. JOB CONTROLS

A. Responsibility for the work of others: On occasion, the incumbent may be required to assume responsibility of acting Officer-In-Charge, either at his/her permanent station or at a market news office to which he/she may be temporarily assigned.

B. Supervision and Guidance Received: The incumbent works under the general Supervision of the Officer-In-Charge who assigns the market for which the reporter is responsible. The Reporter operates independently, referring only policy issues to the supervisor. Reports are approved by the Officer-In Charge substantially without review. Guidelines include the Market News handbook and other instructions from the Department, Division, and Branch.

IV. OTHER

The incumbent must have knowledge of trade practices followed in the marketing of poultry and egg products. The reporter must be familiar with packaging, grades and grade terminology to be able to evaluate quality and condition of product reported; be familiar with various uses made of products reported; be able to appraise effect of season of year, competition, etc., on price, supply, and demand of and for products reported; be able to discuss all phases of production and marketing of these products intelligently in order to obtain and maintain confidence of trade contacts; be able to discern when information obtained from trade sources is given incorrectly, either purposely or in error; be able to appraise market conditions correctly, quickly and independently and describe them factually in a narrative form that is understandable, informative, yet brief and containing approved terminology with which he/she must be thoroughly familiar; be able to properly designate prices as to quality, trading level, etc., and to disregard prices not representative of a specific category.

The reporter must be discreet in handling information given to him/her in confidence.

The employee must have a knowledge of office procedures, office forms, operation of machines and any other matters relating to the office to which he/she is assigned.

Price and general information collected and reported have a significant effect on individuals and firms engaged in producing, processing, merchandising, storing, transporting, financing and controlling poultry and egg products. Any errors or misstated information could result in considerable financial loss to firms and/or individuals.